

Great American Media Democratic Congressional Cpgn Comm/ Issue
 1010 Wisconsin Avenue NW Submission Number 274 Issue 2
 Washington DC 20007



WNCN-TV

1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Orig

Client:	Democratic Congressional Cpgn Comm/ Issue	Submission Cost:	13750	Campaign Ref:	E:120525033
Buyer:	..	Client/Product/Estimate:	11/14/1194	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06147275
Est/PO Number:	06147275	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dccc	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	C
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF.. Isolations: W/C 10/22 M.....	03	170	30 Comme	Nbr of Spots	4	4	
2	M-F 4p Ellen .TWTF.. Isolations: W/C 10/22 M.....	04	175	30 Comme	Nbr of Spots	2	2	
3	M-F 5p Judge Judy .TWTF.. Isolations: W/C 10/22 M.....	03	215	30 Comme	Nbr of Spots	2	2	
4	M-F 530p Judge Judy .TWTF.. Isolations: W/C 10/22 M.....	03	250	30 Comme	Nbr of Spots	3	3	
5	M-F 6p News .TWTF.. Isolations: W/C 10/22 M.....	03	305	30 Comme	Nbr of Spots	4	4	
6	M-F 6a News .TWTF.. Isolations: W/C 10/22 M.....	04	210	30 Comme	Nbr of Spots	3	3	
7	M-F 7a Today Show .TWTF.. Isolations: W/C 10/22 M.....	03	550	30 Comme	Nbr of Spots	3	3	
8	M-F 730p Extra .TWTF.. Isolations: W/C 10/22 M.....	04	200	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					33	2	35	
Closed PR					1		1	

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	C
9	M-F 9a Today Show II .TWTF.. Isolations: W/C 10/22 M.....	03	240	30 Comme	Nbr of Spots	2	2	
10	M-Su 11p News M..... Isolations: W/C 10/15 .TWTF.S.	04	475	30 Comme	Nbr of Spots	1	1	
12	Sat 7a Today ShowS.	03	200	30 Comme	Nbr of Spots	1	1	
13	Sun 10a Meet The PressS	03		30 Comme	Nbr of Spots			
14	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots	1	1	
15	Sun 8a Today ShowS	03	200	30 Comme	Nbr of Spots	1	1	
16	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1	1	
17	M-Su Late News Late RunS	05	615	30 Comme	Nbr of Spots	1	1	
18	Thu 8p ET / 7p CT 30 Rock ...T...	02	2870	30 Comme	Nbr of Spots	1	1	
19	Wed 9p ET / 8p CT Law & Order SVU ..W....	05	1700	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					33	2	35	
Closed PR					1		1	

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Est./PO Number: 06147275	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	C
20	Sat 7p NewsS.	04	150	30 Comme	Nbr of Spots	1	1	
21	M-F 7a Today Show ...F..	03	550	30 Comme	Nbr of Spots	1	1	
22	M-F 10a Today Show III ...F..	03	200	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					33	2	35	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
13	Sun 10a Meet The Press	:30 Commercial	10/15/12	Closed Pre Emption	750.00	No Makegood / Credit	0000000000	E:120525033

Grand Totals

		Month 10 Weeks: 4	
Totals		10/15	10/22
Spots	35	33	2
Cost	13750	13075	675

Grand Totals:

Spots: 35
Gross Total: 13,750.00
Commission: 2,062.50

Net Total:

11,687.50

REP HEADLINE# 6147275 TRF# E:120525
\$\$\$ MOD# 0 : APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT18/12 09.24
*** WNCN-TV ***

ADV # ADV. NAME ISS/DCCC

AGY # AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6147275 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1194 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT18/12 09.24

REP: REVISED ORDER
ZEROED LNS 13, 17, 18
ADDED LNS 19-22
TTL SAME
PLS CFM
THANKS, MIKE FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M1 OK'D BUY#17 MISSED: TUE/800P-1000P OCT16 30S \$2,870.00 (MAY25/12)
OFFER: THU/800P-830P OCT18 30S \$2,870.00 PLS ADVISE.
CMT: PROGRAM ORDERED NOT ON NBC SCHEDULE FOR 10/16 - MG 30 ROCK THU 8PM
CMT: PLS ADVISE

M2 OK'D BUY#18 MISSED: WED/1000P-1100P OCT17 30S \$1,700.00 (MAY25/12)
OFFER: WED/900P-1000P OCT17 30S \$1,700.00 PLS ADVISE.
CMT: TIME PERIOD FOR LAW & ORDER SVU IS 9-10PM
CMT: PLS REVISE

M3 OK'D BUY#13 MISSED: SUN/1000A-1100A OCT21 30S \$750.00 (OCT17/12)
OFFER: FRI/700A-900A OCT19 30S \$550.00 PLS ADVISE.
& FRI/1000A-1100A OCT19 30S \$200.00
CMT: SPOT NA - 2FOR1 MGS BOOKED TODAY SHOW AND TODAY SHOW III FRI 10/19
CMT: PLS ADVISE ASAP

CONTRACT TOTAL 13750.00
TOTAL SPOTS 35

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# 703-516-9680
!
FROM REP OCT17/12 21.18
**CHANGES** *** WNCN-TV ****
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PROGRAM : MEET THE PRESS
CON COM1: MEET THE PRESS

FROM REP OCT17/12 21.18
CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	A		700A-900A	30		\$550.00	10/19	10/19	1		FRI	1
PROGRAM : TODAY SHOW ORD COM1 : SPOT NA - 2FOR1 MGS BOOKED TODAY SHOW AND TODAY SHOW III FRI 10/19 ORD COM2 : PLS ADVISE ASAP THIS IS A MAKE-GOOD FOR OCT21 ON LINE-13 FOR 1 SPOT/WK												
22	A		1000A-1100A	30		\$200.00	10/19	10/19	1		FRI	1
PROGRAM : TODAY SHOW III ORD COM1 : SPOT NA - 2FOR1 MGS BOOKED TODAY SHOW AND TODAY SHOW III FRI 10/19 ORD COM2 : PLS ADVISE ASAP PART OF A MAKEGOOD MADE UP OF LINES 21-22												
17	S		800P-1000P	30		\$2,870.00	10/16	10/16	0		TUE	0
PROGRAM : BIGGEST LOSER CON COM1 : BIGGEST LOSER												
19	A		800P-830P	30		\$2,870.00	10/18	10/18	1		THU	1
PROGRAM : 30 ROCK ORD COM1 : PROGRAM ORDERED NOT ON NBC SCHEDULE FOR 10/16 - MG 30 ROCK THU 8PM ORD COM2 : PLS ADVISE THIS IS A MAKE-GOOD FOR OCT16 ON LINE-17 FOR 1 SPOT/WK												
18	S		1000P-1100P	30		\$1,700.00	10/17	10/17	0		WED	0
PROGRAM : LAW & ORDER: SVU CON COM1 : LAW & ORDER: SVU												
20	A		900P-1000P	30		\$1,700.00	10/17	10/17	1		WED	1
PROGRAM : LAW & ORDER SVU ORD COM1 : TIME PERIOD FOR LAW & ORDER SVU IS 9-10PM ORD COM2 : PLS REVISE THIS IS A MAKE-GOOD FOR OCT17 ON LINE-18 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#17			MISSED: TUE/800P-1000P	OCT16		30S		\$2,870.00	(MAY25/12)
						OFFER: THU/800P-830P	OCT18		30S		\$2,870.00	PLS ADVISE-
						CMT: PROGRAM ORDERED NOT ON NBC SCHEDULE FOR 10/16 - MG 30 ROCK THU 8PM						
						CMT: PLS ADVISE						
M2	OK'D		BUY#18			MISSED: WED/1000P-1100P	OCT17		30S		\$1,700.00	(MAY25/12)
						OFFER: WED/900P-1000P	OCT17		30S		\$1,700.00	PLS ADVISE.
						CMT: TIME PERIOD FOR LAW & ORDER SVU IS 9-10PM						
						CMT: PLS REVISE						

REP HEADLINE# 6147275 TRF# E:120525
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 21.18
 CHANGES ** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#13	MISSED: SUN/1000A-1100A				OCT21		30S	\$750.00	(OCT17/12)	
			OFFER: FRI/700A-900A				OCT19		30S	\$550.00	PLS ADVISE.	
			& FRI/1000A-1100A				OCT19		30S	\$200.00		
			CMT: SPOT NA - 2FOR1 MGS BOOKED TODAY SHOW AND TODAY SHOW III FRI 10/19									
			CMT: PLS ADVISE ASAP									

OCT/12 13750.00 CONTRACT TOTAL 13750.00
 TOTAL SPOTS 35

MARKET TOTALS \$137,500 WNCN 10% WRAL 43% WTVB 32% WRAX 12% WRDC 1% WLFJ 2% CABL 0%
 ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6147275 TRF# E:120525
\$\$\$ MOD# 0: APPROVED REV #0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 12.58
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/DCCC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MIKE FURMAN	

3050 K ST NW,	SALES PRSN	WA- MICK NESCI (H)
WASHINGTON, DC 20007		

ORDER #	CONTRACT # 6147275	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	DCCC	EST#1194	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	OCT16/12	OCT22/12	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT17/12	12.58
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STA: PLS SEE M3 FOR NEW OFFER
PLS ADVISE M1-M2 UNRESOLVED
ALL OFFERED SPOTS ARE PREBOOKED AND AIRING
THX, CHERYL 10/17

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

M1 UNRESL BUY#17	MISSED: TUE/800P-1000P	OCT16	30S	\$2,870.00	(MAY25/12)
	OFFER: THU/800P-830P	OCT18	30S	\$2,870.00	PLS ADVISE.
	CMT: PROGRAM ORDERED NOT ON NBC SCHEDULE FOR 10/16 - MG 30 ROCK THU 8PM				
	CMT: PLS ADVISE				

M2 UNRESL BUY#18	MISSED: WED/1000P-1100P	OCT17	30S	\$1,700.00	(MAY25/12)
	OFFER: WED/900P-1000P	OCT17	30S	\$1,700.00	PLS ADVISE.
	CMT: TIME PERIOD FOR LAW & ORDER SVU IS 9-10PM				
	CMT: PLS REVISE				

M3 UNRESL BUY#13	MISSED: SUN/1000A-1100A	OCT21	30S	\$750.00	(OCT17/12)
	OFFER: FRI/700A-900A	OCT19	30S	\$550.00	PLS ADVISE.
	& FRI/1000A-1100A	OCT19	30S	\$200.00	
	CMT: SPOT NA - 2FOR1 MGS BOOKED TODAY SHOW AND TODAY SHOW III FRI 10/19				
	CMT: PLS ADVISE ASAP				

CONTRACT TOTAL	13750.00
TOTAL SPOTS	34

MAY 16/12 16.1

PROGRAM : JUDGE JUDY
CON COM1 : JUDGE JUDY

REP HEADLINE# 6147275
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.1
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000A-1100A	30		\$750.00	10/21	10/21	1		SUN	1
			PROGRAM : MEET THE PRESS									
			CON COM1: MEET THE PRESS									
14			1130P-1205A	30		\$615.00	10/21	10/21	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 11									
			CON COM1: NBC 17 NEWS AT 11									
15			600P-630P	30		\$200.00	10/21	10/21	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 6									
			CON COM1: NBC 17 NEWS AT 6									
16			800A-900A	30		\$200.00	10/21	10/21	1		SUN	1
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
17			800P-1000P	30		\$2,870.00	10/16	10/16	1		TUE	1
			PROGRAM : BIGGEST LOSER									
			CON COM1: BIGGEST LOSER									
18			1000P-1100P 9-10P	30		\$1,700.00	10/17	10/17	1		WED	1
			PROGRAM : LAW & ORDER: SVU									
			CON COM1: LAW & ORDER: SVU									
OCT/12			13750.00									
CONTRACT TOTAL												13750.00
TOTAL SPOTS												34

MARKET TOTALS \$137,500 WNCN 10% WRAL 43% WTVB 32% WRAZ 12% WRDC 1% WLFL 2% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES

DEMOS- RA35+*